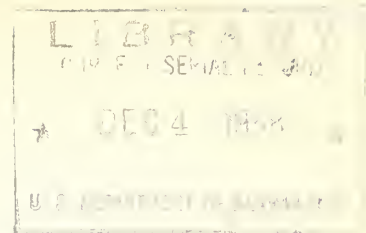


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Household Purchases of



- **FLUID MILK**
- **NONFAT
DRY
MILK**
- **BUTTER**

*by Regions and Retail Sales Outlets,
April-June 1958*

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.
September 1958

HPD-63

PREFACE

✓ This is the last in a series of quarterly reports on household purchases of fluid milk, nonfat dry milk and butter, by geographic regions and types of retail outlets. Previous issues in this series also contained data on household purchases of cheese and margarine. The quarterly reports supplement the monthly series, "Household Purchases of Fluid Milk, Nonfat Dry Milk and Butter," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 6,000 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry, through the American Dairy Association, and the United States Department of Agriculture, under terms of a cooperative project, have financed the obtaining of the data **presented in this series of reports.** The Department funds were provided under the Agricultural Marketing Act of 1946.

✓ This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF FLUID MILK, NONFAT DRY MILK
AND BUTTER, BY REGIONS AND RETAIL OUTLETS, APRIL-JUNE 1958

: The data in this report are estimates of total purchases :
: by household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets.:
: Data are for 13-week periods. :

FLUID MILK 1/

Total milk: United States household consumers purchased over 4.1 billion quarts of fluid milk (whole and skim) in April-June 1958, or about 4 percent more than the level of second quarter purchases last year. Among the regions, the volume of fluid milk bought for home use in the Pacific States reflected the only decline from the comparable 13 weeks in 1957. 2/ All retail outlets, except independent grocery stores, registered gains from a year earlier in fluid milk buying during April-June 1958. 3/

The larger volume of fluid milk bought in April-June 1958 was associated with (1) greater purchases per person and (2) more buying families. 4/ Per capita purchases were equivalent to 24.6 quarts in the second quarter 1958, up 0.7 quart from a year earlier. During each month in the April-June 1958 period, the proportion of families buying fluid milk averaged about 1 percentage point higher than in the corresponding month in 1957.

Fluid whole milk: Purchases of fluid whole milk in April-June 1958 totaled just under 3.9 million quarts, 4 percent more than was bought in the corresponding 1957 quarter. 5/ Increased buying of whole milk among householders in the Northeast accounted for more than half of the national gain. Consumers

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ The 5 regional areas are defined as follows: NORTHEAST--New England, Middle Atlantic States, and District of Columbia; NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North and South Dakota, Iowa, Missouri, Nebraska, and Kansas; SOUTH--Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Kentucky, Tennessee, Arkansas, and Louisiana; MOUNTAIN-SOUTHWEST--Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Oklahoma, and Texas; and PACIFIC--Washington, Oregon, and California. The approximate 1957 distribution of U. S. households by regions is as follows: Northeast, 28 percent; North Central, 29 percent; South, 21 percent; Mountain-Southwest, 10 percent; and Pacific, 12 percent.

3/ Retail outlets are defined as follows: NATIONAL CHAINS--A&P, Kroger, and Safeway Stores; REGIONAL AND LOCAL CHAINS--those chains having 4 or more stores (excluding national chains); INDEPENDENT GROCERIES--independently owned stores, groups of stores not in above categories, and voluntary associations of independently owned stores; HOUSE-TO-HOUSE--purchases from milkmen or other wagon salesmen; OTHER--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

4/ Per capita purchases are based on total civilian, noninstitutional population.

5/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

in the South with an 8-percent gain, led all regions in percentage increase from April-June 1957. The first instance in this series of a regional decline from a previous comparable period in purchases of whole milk occurred in the Pacific States during April-June 1958 when the volume bought fell slightly from the second quarter of 1957.

The quantity of whole milk purchased in half-gallon and gallon containers again increased in all regions from a year earlier but once more declined in single quarts. Similar shifts occurred between April-June 1954, 1956, and 1957.

In April-June 1958, household consumers bought 1,660 million quarts of whole milk in half-gallon units, 21 percent over the comparable 1957 level of purchases. Increased buying in the Northeast and North Central regions accounted for almost three-fourths of the gain. About 42 percent of these purchases was made in the North Central States, where buying of whole milk in half-gallon containers increased 107 million quarts or 18 percent from the corresponding quarter of 1957. The greatest percentage gain from the 1957 second quarter level was scored in the Northeast, where buying of whole milk in 2-quart containers rose 56 percent or 105 million quarts.

Buying of whole milk in half-gallon containers in the North Central and Mountain-Southwest regions amounted to 57 and 68 percent, respectively, of total purchases in each region during April-June 1958. Just under half of all whole milk purchases in the South were in 2-quart containers as contrasted to only 21 percent in the Northeast. The national average was 43 percent.

The volume of whole milk purchased in gallon containers rose from 264 million quarts in the second quarter 1957 to about 319 million quarts in April-June 1958, a 21-percent increase. Approximately 61 percent of all U. S. gallon container purchases were in the North Central States where the volume totaled 195 million quarts. Gallon container purchases of whole milk ranged from 18 to 42 million quarts in the other 4 regions. Sharp gains were scored in the South and Mountain-Southwest, and especially in the Northeast where purchases in 4-quart containers increased nearly 63 percent from April-June 1957.

About 1.9 billion quarts of fluid whole milk were bought in single-quart containers for home use in the second quarter 1958, a 9-percent drop from a year earlier. The quantity of whole milk bought in quart containers declined in all regions from a year earlier, from 3 percent in the Northeast to almost 22 percent in the North Central States.

Purchases of whole milk in single-quart containers continued to overshadow multiple-quart units in the Northeast and Pacific States during April-June 1958. Single quarts accounted for about 3 of every 4 quarts purchased in the Northeast and slightly more than half of the volume in the Pacific.

About half of all whole milk purchased by consumers in April-June 1958 was obtained through home delivery, which was up 8 percent from the second quarter 1957. Purchases at independent stores, the second most important retail outlet for whole milk, fell nearly 6 percent from a year earlier while buying at chain stores was up about 8 percent.

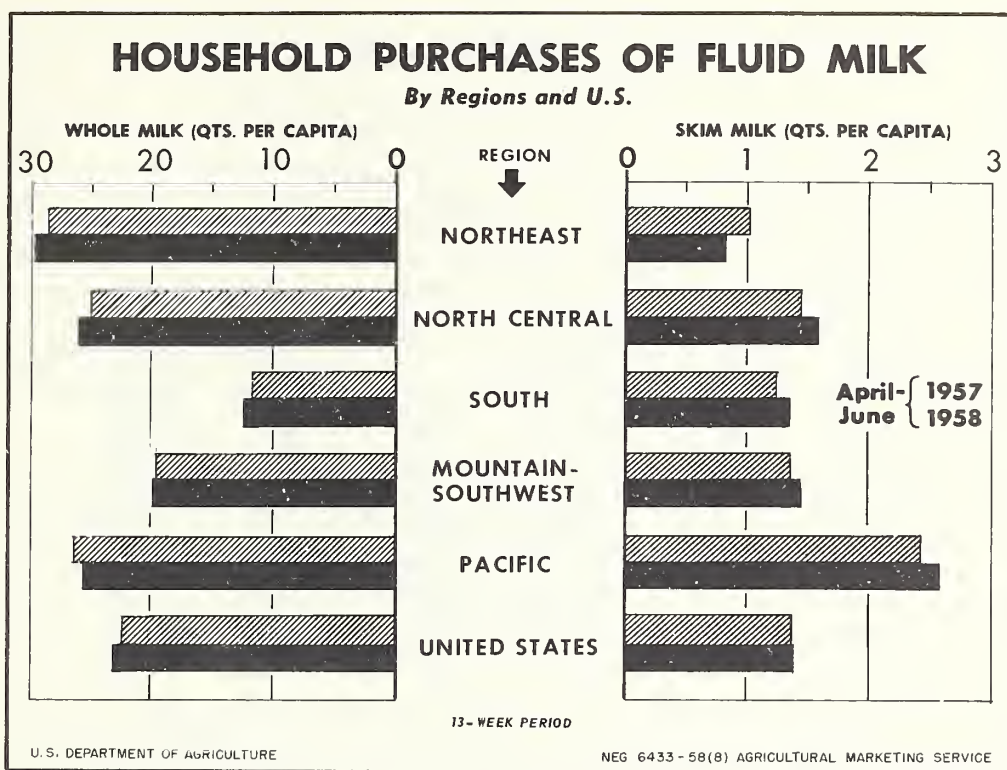


Figure 1

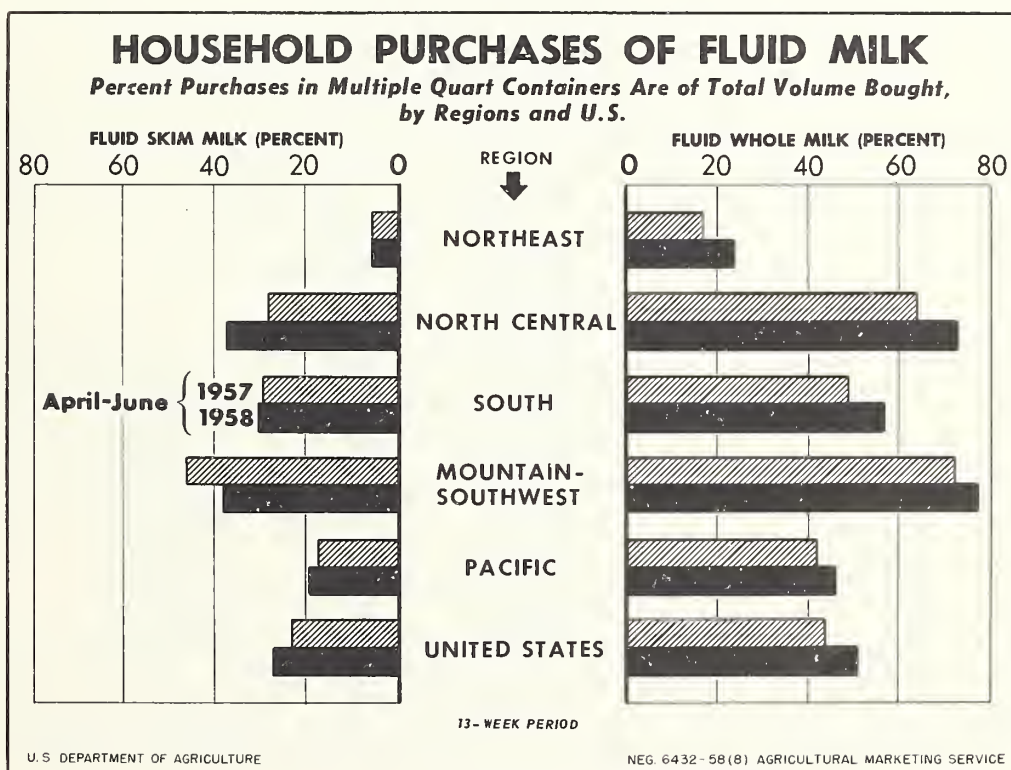


Figure 2

Nearly two-thirds of the total amount of whole milk purchased on a home-delivered basis was in 1-quart containers. In other outlets, multiple-quart containers predominated, ranging from 64 to 73 percent of total purchases.

The average price paid by household consumers for whole milk was 23.2 cents per quart equivalent in April-June 1958 compared with 22.9 cents a year earlier. Prices paid ranged from 18.8 cents per quart in "other" outlets (principally dairy stores) to 24.3 cents for home delivery. Buying through the latter outlet registered the most increase in price over the second quarter 1957 level--0.3 cent per quart. During April-June 1958, prices paid for milk in half-gallon containers, at 21.9 cents per equivalent quart, and in gallons, at 18.7 cents per quart, reflected slight advances. The price paid for single quarts, at 25.1 cents, averaged 0.8 cent higher than a year earlier.

The spread between average prices paid per equivalent quart for whole milk bought in 1- and 2-quart containers continued to widen in April-June 1958. During the second quarter this year, household consumers paid an average of 3.2 cents more per quart for milk bought in single quart-size containers than in half-gallons, compared with 2.6 cents in April-June 1957 and 2.1 cents in April-June 1956.

Fluid skim milk: Householders bought 233 million quarts of fluid skim milk for home use in April-June 1958 compared with 226 million quarts a year earlier. 6/ All regions shared in the gain except the Northeast where buying fell nearly one-fifth. The per capita purchase rate for fluid skim items in the second quarter 1958 was highest among householders in the Pacific States--2.6 quarts--and lowest in the Northeast--0.8 quart.

The average price paid by consumers for skim milk in April-June 1958 was 19.6 cents per quart compared with 19 cents during the corresponding 13-weeks in 1957. Higher average prices were paid in the Northeast, Pacific, and Mountain-Southwest while little or no advance occurred in other regions. Fluid skim prices were higher in all types of retail outlets than in April-June 1957 with the greatest advances, 1.1 cents and 0.8 cent per quart, respectively, in regional-local chains and independent stores.

All of the gain over the April-June 1957 level in the total amount of fluid skim milk bought by householders was accounted for by increased purchases in 2-quart containers. Although skim milk purchases in half-gallon units in April-June 1958 rose about 26 percent from a year earlier, they still represented less than a fourth of the total purchase volume. Quart containers predominated in all types of outlets other than national chains and in all regions.

NONFAT DRY MILK

Approximately 49.5 million pounds of nonfat dry milk were bought for household use in April-June 1958, 18 percent over the level of the corresponding

6/ Fluid skim milk includes skim, fortified skim, buttermilk, and flavored skim drinks.

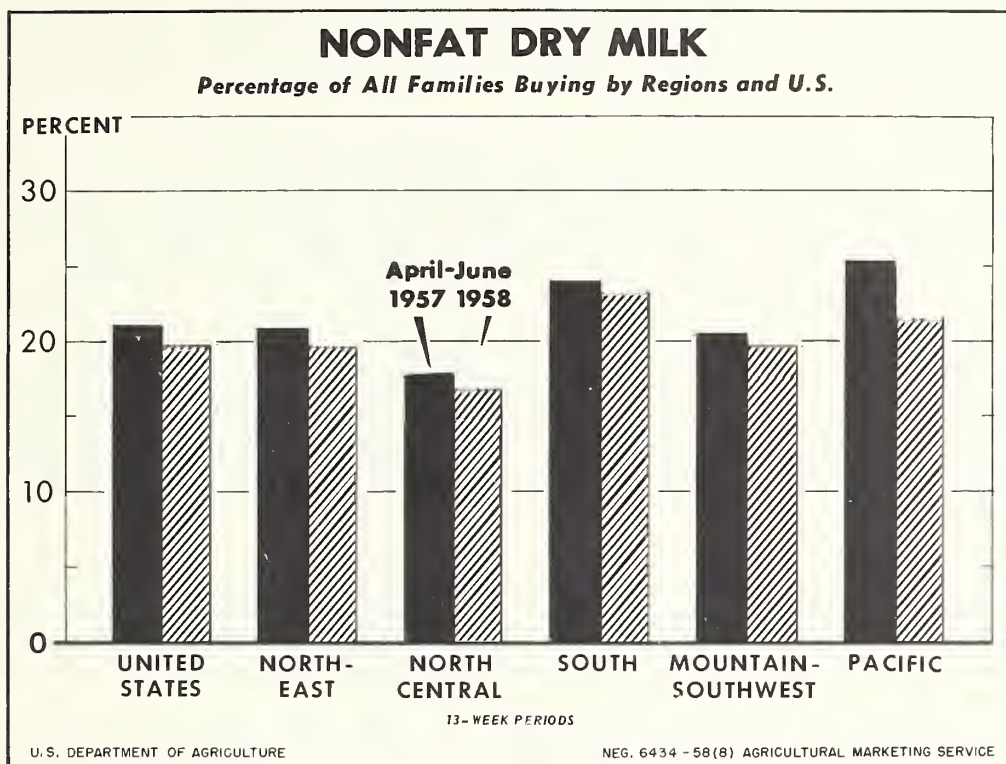


Figure 3

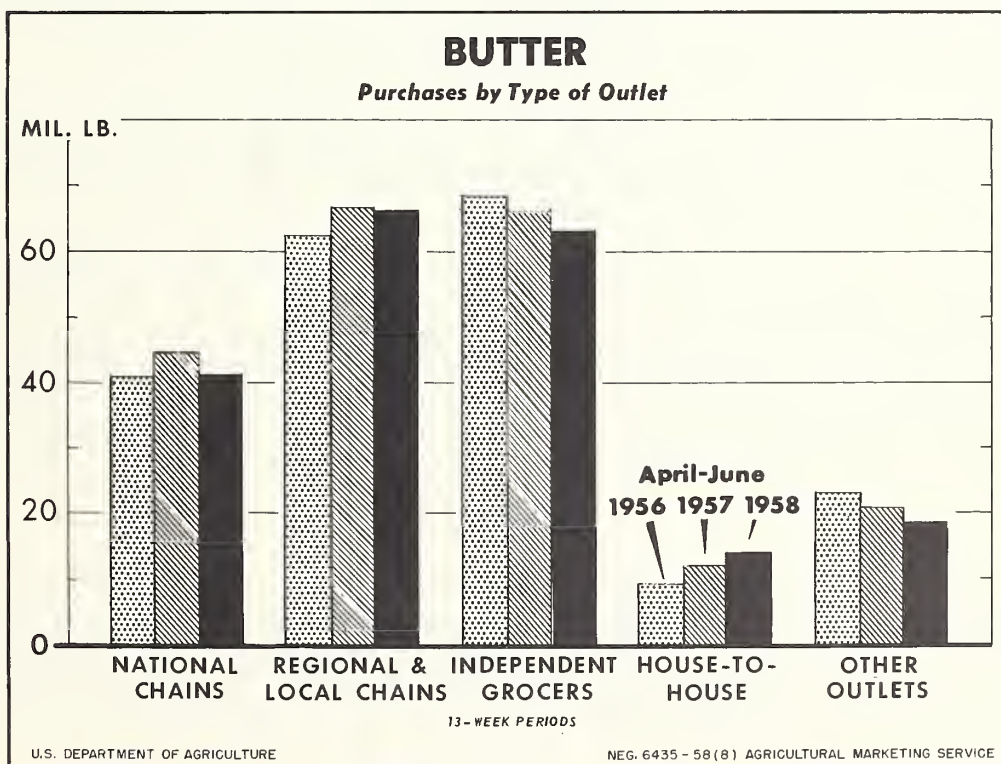


Figure 4

13 weeks in 1957. All regions and outlets scored substantial gains, ranging from 10 percent in the Mountain-Southwest to 26 percent in the Northeast. Buying in all but the Mountain-Southwest region was at record second quarter levels.

Southern householders continued to buy more nonfat dry milk than consumers in any other regions--13.9 million pounds--but were challenged by Northeasterners in total purchases in April-June 1958. Purchases in these 2 regions accounted for 55 percent of the total volume of nonfat dry milk bought for home use.

Nonfat dry milk products were bought by 21 percent of all households. About 1 out of every 4 families in the South and in the Pacific States made a nonfat dry milk purchase in April-June 1958. The proportion of buying families in the Pacific represented a very substantial gain of 4 percentage points from the second quarter 1957 while in all other regions the gain averaged about 1 point.

Nationally, householders paid an average of 40.6 cents per pound for all nonfat dry milk purchases in April-June 1958 compared with 40.4 cents a year earlier. The price paid advanced 1.5 cents or more in the South and Mountain-Southwest but fell 1.8 cents per pound in the Northeast from the second quarter 1957 level.

Primarily because of a larger average size of purchase, nonfat dry milk expenditure per buying family rose from \$1.73 in April-June 1957 to \$1.88 in the same 1958 period. During the quarter, average expenditure ranged from \$1.69 per buying family in the North Central States to \$2.29 in the South, where a 14-percent gain was recorded over the April-June 1957 level.

Compared with April-June 1957, purchases of nonfat dry milk for home use increased in all types of retail sales outlets. About three-eighths of all purchases were made in national chains, where buying increased 35 percent to a record 18.5 million pounds.

Prices paid at national chain stores for nonfat dry milk averaged 38.5 cents per pound in April-June 1958, nearly the same as last year. However, average prices paid at regional-local chains were 0.3 cent and in independents 0.8 cent higher than a year earlier. Consumers paid about 2.6 cents per pound more for nonfat dry milk bought in regional-local chains than in national chains during the second quarter 1958 while the spread between prices paid in independents and national chains stores averaged about 4 cents per pound.

BUTTER

Household consumers purchased about 203 million pounds of butter during April-June 1958 compared with 210 million pounds a year earlier. This total in the second quarter of 1958 was the smallest quarterly volume in almost 3 years. The nearly 4-percent decline reflected volume losses in 3 regions and in all but the relatively minor home-delivery outlet. Slight gains were scored

in the South and Northeast but in the important North Central region, buying fell 6 percent with even greater losses--9 and 16 percent, respectively--reported in the Mountain-Southwest and Pacific States. Combined purchases in the North Central and Northeast regions accounted for about four-fifths of the total quantity of butter bought for home use in the second quarter 1958.

Consumers in the Northeast and North Central States also bought considerably more butter per person than in other regions. In these 2 regions, the purchase rate for the quarter reached about 1.7 pounds compared with an average 1.2 pounds for the United States. The butter purchase rates, at 1.1 pounds in the Pacific and 0.5 pound in the Mountain-Southwest, have been supplemented in the past by above average buying of margarine which raised combined per capita purchases of the 2 table spreads to levels approaching those in the 2 heavy butter buying regions. ^{7/} However, in the South, the low butter purchase rate (at 0.4 pound in April-June 1958) when added to the below average buying of margarine has resulted in a combined per person purchase rate equivalent to about two-thirds of the U. S. average.

Consumers paid 69.8 cents per pound for butter in April-June 1958 nearly the same as a year earlier. The average price paid per pound, down in all but the Pacific region, ranged from 67.4 cents in the North Central States to 74.1 cents in the Mountain-Southwest.

Among retail outlets, only home deliveries of butter in April-June 1958 scored a volume gain--17 percent--from a year earlier. Home delivered butter, however, accounted for only 7 percent of total purchases. Volume losses of 5 to 7 percent occurred in independent groceries and national chains which together accounted for half of the total purchase volume. In regional and local chains, the leading retail outlets for butter, practically no change took place in the quantity of butter purchased for home use. Other outlets (principally dairy stores) suffered a moderate decline in buying.

The average price paid for butter during April-June 1958 remained virtually unchanged from second quarter 1957 in national chains and independents but fell 0.4 cent per pound in other chains and for home deliveries, and 0.8 cent in dairy stores.

:
: THIS IS THE LAST QUARTERLY REPORT TO BE ISSUED IN THIS SERIES :
:

^{7/} Reporting of margarine purchase data ceased with publication of the January-March 1958 quarterly report (HPD-59, August 1958).

Table 1.--Fluid milk: Household purchases per capita, United States and regions, 13-week periods

Commodity and quarter	United States				Northeast				North Central			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Total fluid milk::												
Apr.-June.....	24.62	23.92	23.02	22.66	30.44	29.59	29.31	29.53	27.78	26.80	26.16	25.28
July-Sept.....		23.90	23.30	22.38		29.51	28.60	28.28		26.83	26.31	25.10
Oct.-Dec.....		24.79	24.53	23.71		30.40	30.13	30.36		27.90	27.52	26.63
Jan.-Mar.....		25.13	24.63	23.87		30.49	30.01	30.23		28.54	27.94	27.18
Fluid whole milk::												
Apr.-June.....	23.23	22.55	21.67	21.53	29.64	28.56	28.39	28.65	26.21	25.36	24.72	24.21
July-Sept.....		22.54	22.00	21.18		28.66	27.66	27.31		25.39	24.98	23.89
Oct.-Dec.....		23.47	23.23	22.59		29.59	29.21	29.52		26.43	26.17	25.55
Jan.-Mar.....		23.74	23.25	22.69		29.62	28.98	29.44		26.96	26.51	25.98
Fluid skim milk::												
Apr.-June.....	1.39	1.37	1.35	1.13	.80	1.03	.92	.88	1.57	1.44	1.44	1.07
July-Sept.....		1.36	1.30	1.20		.85	.94	.97		1.44	1.33	1.21
Oct.-Dec.....		1.32	1.30	1.12		.81	.92	.84		1.47	1.35	1.08
Jan.-Mar.....		1.39	1.38	1.18		.87	1.03	.79		1.58	1.43	1.20
Commodity and quarter	South				Mountain-Southwest				Pacific			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Total fluid milk::												
Apr.-June.....	13.97	13.13	11.88	11.51	21.31	20.89	19.73	18.97	28.34	28.95	27.37	27.11
July-Sept.....		13.31	12.72	12.02		21.04	21.13	18.53		28.23	27.54	27.26
Oct.-Dec.....		14.02	13.54	12.48		21.93	22.15	20.13		29.06	29.07	27.69
Jan.-Mar.....		14.38	13.71	12.41		22.28	21.67	21.22		29.13	29.12	27.83
Fluid whole milk::												
Apr.-June.....	12.62	11.89	10.62	10.50	19.87	19.53	18.38	17.79	25.77	26.54	24.92	24.90
July-Sept.....		12.05	11.52	10.91		19.45	19.77	17.36		25.73	25.21	25.17
Oct.-Dec.....		12.74	12.27	11.33		20.54	20.84	18.98		26.72	26.81	25.77
Jan.-Mar.....		13.06	12.42	11.30		20.89	20.19	19.83		26.71	26.88	25.69
Fluid skim milk::												
Apr.-June.....	1.35	1.24	1.26	1.01	1.44	1.36	1.35	1.18	2.57	2.41	2.45	2.21
July-Sept.....		1.26	1.20	1.11		1.59	1.36	1.17		2.50	2.33	2.09
Oct.-Dec.....		1.28	1.27	1.15		1.39	1.31	1.15		2.34	2.26	1.92
Jan.-Mar.....		1.32	1.29	1.11		1.39	1.48	1.39		2.42	2.24	2.14

Table 2.--Fluid whole milk: Household purchases, United States and regions, 13-week periods

Quarter	United States				Northeast				North Central			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April-June.....	3,886	3,726	3,516	3,400	1,368	1,282	1,251	1,225	1,235	1,195	1,140	1,091
July-September...		3,741	3,555	3,370		1,296	1,221	1,188		1,196	1,149	1,080
October-December..		3,905	3,787	3,621		1,358	1,306	1,292		1,237	1,214	1,173
January-March.....		3,964	3,820	3,639		1,365	1,304	1,280		1,266	1,243	1,185
Total.....		15,336	14,678	14,030		5,301	5,082	4,985		4,894	4,746	4,529

Quarter	South				Mountain-Southwest				Pacific			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April-June.....	502	467	417	398	341	333	309	290	440	449	399	396
July-September...		472	444	413		338	321	292		438	420	397
October-December..		504	475	431		351	346	318		455	447	407
January-March.....		518	481	441		360	340	324		455	453	409
Total.....		1,961	1,817	1,683		1,382	1,316	1,224		1,797	1,719	1,609

Table 3.--Fluid whole milk: Prices paid by householders per quart equivalent, by United States and regions, 13-week periods

Quarter	United States				Northeast				North Central			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-June.....	23.2	22.9	22.3	21.7	25.3	24.7	23.5	23.2	20.6	20.7	20.6	19.5
July-September...		23.2	22.7	22.0		25.2	24.1	23.8		20.9	20.8	19.7
October-December..		23.7	23.1	22.4		26.1	24.8	24.3		21.1	21.1	20.0
January-March.....		23.7	23.3	22.2		26.1	25.1	24.2		21.1	21.1	19.8

Quarter	South				Mountain-Southwest				Pacific			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-June.....	24.5	24.5	24.1	23.6	23.4	23.2	22.8	22.2	22.3	21.8	20.9	21.0
July-September...		24.6	24.4	23.5		23.4	23.4	22.4		21.9	21.1	20.9
October-December..		24.9	24.6	23.9		23.4	23.7	22.7		22.5	21.8	20.8
January-March.....		24.8	24.6	23.9		23.4	23.8	22.8		22.6	22.0	20.7

Table 4.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains				Regional and local chains				Independent grocers			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April-June.....	298	267	226	207	445	419	368	296	888	940	906	1,016
July-September...		281	231	193		446	385	283		959	928	1,025
October-December..		288	261	211		476	427	314		992	956	1,057
January-March.....		304	258	237		441	436	320		938	965	1,052
Total.....		1,140	976	848		1,782	1,616	1,213		3,829	3,755	4,150

Quarter	House-to-house				All other outlets			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April-June.....	1,993	1,843	1,774	1,691	261	257	242	190
July-September...		1,793	1,753	1,660		262	258	209
October-December..		1,870	1,878	1,816		279	264	223
January-March.....		2,016	1,907	1,811		265	254	219
Total.....		7,522	7,312	6,978		1,063	1,018	841

Table 5.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

Quarter	National chains				Regional and local chains				Independent grocers			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-June.....	22.1	22.1	21.4	21.0	22.3	22.1	21.5	21.0	22.7	22.5	22.1	21.4
July-September...		22.5	21.8	21.4		22.5	22.1	21.3		22.8	22.4	21.8
October-December..		23.0	22.5	22.0		23.1	22.5	21.8		23.3	22.9	22.1
January-March.....		23.0	22.7	21.8		23.0	22.5	21.7		23.3	22.9	21.9

Quarter	House-to-house				All other outlets			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-June.....	24.3	24.0	23.1	22.5	18.8	19.0	18.7	18.7
July-September...		24.3	23.6	22.7		19.2	18.9	18.9
October-December..		24.8	24.1	23.0		19.3	19.3	19.0
January-March.....		24.7	24.2	22.9		19.2	19.4	19.0

Table 6.--Fluid whole milk: Household purchases, United States and regions, by size of container, 13-week periods

Size of container and quarter	United States					Northeast					North Central				
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Gallon:															
Apr.-June..	319.4	264.5	234.0	193.9	42.3	26.0	16.8	8.5	194.9	170.4	165.0	147.9	170.4	175.7	139.8
July-Sept..		273.3	241.0	183.0		36.0	19.9	6.5		175.7	170.7	160.4	186.3	186.4	160.4
Oct.-Dec..		299.7	266.1	210.1		44.0	23.9	9.2		189.8	175.8	178.5			
Jan.-Mar..		311.4	263.7	233.3		41.4	23.8	9.5							
Total....		1,148.9	1,004.8	820.3		147.4	84.4	33.7		722.2	697.9	626.6			
Half-gallon:															
Apr.-June..	1,660.1	1,368.8	1,063.6	660.5	292.2	187.4	109.4	28.7	702.1	595.3	503.4	367.3	595.3	527.3	374.4
July-Sept..		1,460.5	1,168.0	682.4		217.9	127.4	29.8		632.1	570.0	423.0	669.9	570.0	423.0
Oct.-Dec..		1,557.6	1,301.6	778.7		223.5	161.0	32.2		707.0	603.0	444.2			
Jan.-Mar..		1,674.1	1,358.1	834.1		268.7	172.2	40.1							
Total....		6,061.0	4,891.3	2,955.7		897.5	570.0	130.8		2,604.3	2,203.7	1,608.9			
Quart:															
Apr.-June..	1,899.2	2,087.5	2,215.3	2,544.4	1,030.1	1,064.9	1,122.7	1,187.5	336.0	428.3	471.5	574.9	428.3	450.8	565.2
July-Sept..		1,998.7	2,143.7	2,502.9		1,037.2	1,071.8	1,151.6		386.8	456.7	589.2	378.7	456.7	589.2
Oct.-Dec..		2,040.0	2,216.7	2,629.1		1,087.0	1,119.9	1,250.3		368.3	463.0	561.7			
Jan.-Mar..		1,970.9	2,194.9	2,568.1		1,050.6	1,106.2	1,230.7							
Total....		8,097.1	8,770.6	10,244.5		4,239.7	4,420.6	4,820.1		1,562.1	1,842.0	2,291.0			

-Continued

Table 6.--Fluid whole milk: Household purchases, United States and regions, by size of container, 13-week periods--Continued

Size of container and quarter	South				Mountain-Southwest				Pacific			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Gallon:												
Apr.-June.	35.5	28.0	17.3	10.4	29.0	23.3	22.5	18.3	17.7	16.8	12.4	8.8
July-Sept.		25.7	19.1	10.2		20.6	19.6	17.1		15.3	11.7	9.4
Oct.-Dec.		26.7	22.9	10.4		24.0	20.0	20.7		18.7	12.9	9.4
Jan.-Mar.		31.5	24.9	15.3		30.6	24.0	21.7		18.1	15.2	8.3
Total...		111.9	84.2	46.3		98.5	86.1	77.8		68.9	52.2	35.9
Half-gallon:												
Apr.-June.	249.0	198.7	146.2	53.3	232.0	215.8	183.3	126.5	184.8	171.6	121.3	84.7
July-Sept.		209.3	168.8	65.8		226.5	194.2	131.4		174.7	150.3	81.0
Oct.-Dec.		238.1	187.9	85.4		242.4	212.7	144.7		183.7	170.0	93.4
Jan.-Mar.		258.3	196.6	89.2		249.5	214.7	155.8		190.6	171.6	104.8
Total...		904.4	699.5	293.7		934.2	804.9	558.4		720.6	613.2	363.9
Quart:												
Apr.-June.	215.9	240.0	252.8	334.3	79.7	94.0	102.7	145.1	237.5	260.3	265.6	302.6
July-Sept.		236.4	256.0	336.4		90.8	106.9	143.3		247.5	258.2	306.4
Oct.-Dec.		239.2	263.8	334.0		83.1	113.0	152.3		252.0	263.3	303.3
Jan.-Mar.		226.7	258.9	334.1		79.2	100.7	146.5		246.1	266.1	295.1
Total...		942.3	1,031.5	1,338.8		347.1	423.3	587.2		1,005.9	1,053.2	1,207.4

Table 7.--Fluid whole milk: Prices paid by householders, United States and regions, by size of container, 13-week periods (per quart equivalent)

Size of container and quarter	United States				Northeast				North Central			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Gallon:												
Apr.-June.....	18.7	18.4	18.3	17.0	17.9	17.2	15.4	14.1	18.6	18.6	18.8	17.2
July-Sept.....		18.8	18.4	17.1		18.4	16.8	14.9		18.8	18.7	17.3
Oct.-Dec.....		19.2	18.6	17.8		19.9	17.5	15.1		19.0	18.9	17.9
Jan.-Mar.....		19.2	18.8	17.8		19.7	18.1	14.1		18.9	18.9	17.9
Half-gallon:												
Apr.-June.....	21.9	21.7	21.2	19.9	23.3	22.9	21.5	20.8	20.3	20.2	20.1	18.9
July-Sept.....		22.0	21.5	20.1		23.6	22.0	21.4		20.5	20.4	19.1
Oct.-Dec.....		22.4	22.0	20.6		24.6	23.3	22.2		20.8	20.7	19.6
Jan.-Mar.....		22.5	22.1	20.5		24.7	23.9	22.0		20.8	20.5	19.3
Quart:												
Apr.-June.....	25.1	24.3	23.3	22.5	26.1	25.2	23.9	23.3	22.5	22.4	21.8	20.5
July-Sept.....		24.7	23.7	22.9		25.8	24.5	23.9		22.4	22.1	20.8
Oct.-Dec.....		25.4	24.4	23.2		26.7	25.2	24.5		22.7	22.6	20.9
Jan.-Mar.....		25.5	24.5	23.2		26.8	25.5	24.3		22.7	22.6	20.8
Size of container and quarter	South				Mountain-Southwest				Pacific			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Gallon:												
Apr.-June.....	19.4	17.7	17.6	15.8	19.5	19.5	18.5	18.4	18.2	18.3	16.8	15.4
July-Sept.....		18.9	17.2	14.7		19.9	19.3	18.7		18.9	17.9	15.2
Oct.-Dec.....		19.5	17.6	19.9		20.2	18.8	18.6		18.8	17.6	15.0
Jan.-Mar.....		19.7	18.1	18.2		20.1	20.0	18.7		18.8	17.9	16.3
Half-gallon:												
Apr.-June.....	23.8	23.9	22.9	21.3	23.5	23.2	23.2	21.9	21.8	21.2	20.1	20.0
July-Sept.....		24.1	23.4	21.1		23.4	23.6	22.2		21.3	20.3	20.0
Oct.-Dec.....		24.2	23.7	21.6		23.3	23.9	22.8		21.9	21.1	19.9
Jan.-Mar.....		24.1	23.9	21.8		23.4	24.0	22.9		22.1	21.3	19.9
Quart:												
Apr.-June.....	26.2	25.9	25.2	24.2	24.7	24.0	23.1	22.9	23.0	22.5	21.5	21.4
July-Sept.....		25.8	25.6	24.2		24.3	23.8	23.0		22.6	21.7	21.3
Oct.-Dec.....		26.1	25.8	24.6		24.5	24.2	23.2		23.2	22.5	21.3
Jan.-Mar.....		26.3	25.8	24.7		24.6	24.3	23.2		23.3	22.7	21.1

Table 8.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

Size of container and quarter	National chains				Regional and local chains				Independent grocers			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Gallon:												
Apr.-June..	13.7	8.9	8.1	12.7	20.5	32.9	23.8	19.8	92.5	78.8	62.9	79.2
July-Sept..		8.3	9.4	9.3		34.1	25.0	16.6		83.8	69.2	74.9
Oct.-Dec..		11.3	10.9	10.7		36.5	29.9	18.3		95.8	77.6	80.8
Jan.-Mar..		12.9	7.5	13.1		26.4	31.7	19.8		91.9	78.1	89.3
Total...		41.4	35.9	45.8		129.9	110.4	74.5		350.3	287.8	324.2
Half-gallon:												
Apr.-June..	204.7	163.3	123.9	75.1	296.0	221.2	163.9	87.8	473.9	444.6	365.4	244.5
July-Sept..		178.2	134.0	75.4		249.6	179.0	91.3		453.1	409.4	253.7
Oct.-Dec..		179.9	152.7	81.2		273.8	208.5	101.4		481.4	436.8	293.8
Jan.-Mar..		201.1	158.2	92.3		274.9	220.1	106.3		492.9	449.2	321.8
Total...		722.5	568.8	324.0		1,019.5	771.5	386.8		1,872.0	1,660.8	1,113.8
Quart:												
Apr.-June..	79.5	94.4	93.8	119.2	128.3	165.3	180.3	188.1	321.5	416.5	477.2	691.3
July-Sept..		94.1	87.8	108.7		162.4	181.1	175.4		422.0	449.0	695.2
Oct.-Dec..		96.9	97.8	119.3		166.0	188.1	193.8		414.9	441.7	681.8
Jan.-Mar..		89.9	92.2	131.4		139.4	184.5	193.5		352.8	437.7	640.9
Total...		375.3	371.6	478.6		633.1	734.0	750.8		1,606.2	1,805.6	2,709.2
Size of container and quarter	House-to-house				All other outlets							
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55				
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts				
Gallon:												
Apr.-June..	119.4	83.7	87.9	49.3	73.3	60.2	51.3	32.9				
July-Sept..		87.2	82.8	49.4		59.9	54.6	32.8				
Oct.-Dec..		89.4	92.0	60.4		66.7	55.7	39.9				
Jan.-Mar..		116.5	91.3	75.1		63.7	55.1	36.0				
Total...		376.8	354.0	234.2		250.5	216.7	141.6				
Half-gallon:												
Apr.-June..	585.4	446.9	328.4	207.9	100.1	92.8	82.0	45.2				
July-Sept..		475.8	354.5	206.9		103.8	91.1	55.1				
Oct.-Dec..		513.3	407.3	235.0		109.2	96.3	67.3				
Jan.-Mar..		591.8	439.7	246.5		113.4	90.9	67.2				
Total...		2,027.8	1,529.9	896.3		419.2	360.3	234.8				
Quart:												
Apr.-June..	1,288.1	1,311.5	1,357.8	1,433.8	81.8	99.8	106.2	112.0				
July-Sept..		1,227.2	1,315.4	1,403.2		93.0	110.4	120.4				
Oct.-Dec..		1,266.0	1,378.7	1,519.3		96.2	110.4	114.9				
Jan.-Mar..		1,307.6	1,375.8	1,489.0		81.2	104.7	113.3				
Total...		5,112.3	5,427.7	5,845.3		370.2	431.7	460.6				

Table 9.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Size of container and quarter	National chains				Regional and local chains				Independent grocers			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Gallon:												
April-June.....	17.8	18.3	16.5	17.1	18.4	17.7	16.8	16.7	18.8	18.3	18.1	16.7
July-September..		18.6	17.7	17.8		18.8	17.4	16.8		18.5	18.5	16.7
October-December:		18.9	18.7	18.0		19.8	18.1	17.7		19.0	18.5	17.4
January-March....		18.9	18.5	17.9		19.6	18.4	17.7		19.2	18.5	17.4
Half-gallon:												
April-June.....	21.4	21.3	20.9	19.7	21.7	21.4	20.9	19.6	22.0	21.7	21.5	20.0
July-September..		21.7	21.2	19.9		21.9	21.5	19.9		22.0	21.8	20.3
October-December:		22.0	21.7	20.6		22.3	21.8	20.5		22.5	22.2	20.8
January-March....		22.3	21.9	20.3		22.4	21.8	20.3		22.6	22.2	20.6
Quart:												
April-June.....	24.6	23.9	22.5	22.2	24.2	23.7	22.7	22.1	24.8	24.1	23.2	22.4
July-September..		24.5	23.3	22.8		24.1	23.3	22.5		24.5	23.6	22.9
October-December:		25.3	24.2	23.4		25.0	23.9	22.9		25.2	24.2	23.3
January-March....		25.2	24.5	23.1		24.8	24.0	22.8		25.4	24.4	23.2
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Size of container and quarter	House-to-house				All other outlets							
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55				
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents				
Gallon:												
April-June.....	19.9	20.5	20.2	19.2	16.6	16.1	16.2	14.7				
July-September..		20.6	20.1	19.0		16.7	16.5	15.0				
October-December:		20.9	20.1	20.0		17.2	16.4	15.4				
January-March....		20.3	20.4	19.3		17.1	16.7	15.8				
Half-gallon:												
April-June.....	22.8	22.6	21.9	20.6	18.8	18.7	18.0	17.7				
July-September..		22.9	22.4	20.7		18.9	17.8	17.7				
October-December:		23.2	22.8	21.1		19.1	18.6	18.1				
January-March....		23.1	22.9	21.0		19.1	18.7	17.9				
Quart:												
April-June.....	25.5	24.8	23.6	22.9	21.0	21.0	20.5	20.3				
July-September..		25.1	24.1	23.1		21.4	20.9	20.5				
October-December:		25.8	24.7	23.4		21.4	21.3	20.7				
January-March....		25.8	24.9	23.4		21.2	21.4	20.6				

Table 10.--Fluid skim milk: Household purchases, United States and regions, 13-week periods

Quarter	United States				Northeast				North Central			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April-June.....	233	226	219	179	37	46	41	38	74	68	67	48
July-September....		226	210	191		38	42	42		68	61	54
October-December...		220	212	180		37	41	37		69	62	50
January-March.....		232	226	190		40	46	35		74	67	55
Total.....		904	867	740		161	170	152		279	257	207

Quarter	South				Mountain-Southwest				Pacific			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April-June.....	54	48	49	39	25	23	23	19	44	41	39	35
July-September....		50	46	42		28	22	20		42	39	33
October-December...		50	49	44		24	22	19		40	38	30
January-March.....		53	50	43		24	25	23		41	38	34
Total.....		201	194	168		99	92	81		164	154	132

Table 11.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States				Northeast				North Central			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-June.....	19.6	19.0	18.5	18.5	22.3	20.7	19.6	20.1	19.5	19.5	19.4	18.5
July-September....		19.0	18.8	18.9		21.3	20.3	20.8		19.4	19.6	18.6
October-December...		19.6	19.3	18.9		22.7	21.0	20.8		20.0	19.8	19.0
January-March.....		19.9	19.4	18.6		22.7	21.2	20.7		19.8	19.7	18.7

Quarter	South				Mountain-Southwest				Pacific			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-June.....	19.6	19.4	18.8	18.7	20.1	19.5	19.2	18.7	17.0	15.5	15.0	16.4
July-September....		19.1	19.2	18.2		19.4	19.3	19.4		15.7	15.1	17.3
October-December...		19.3	19.6	18.5		20.8	19.8	20.3		15.9	15.7	16.2
January-March.....		19.7	19.8	18.4		20.2	19.7	20.0		17.2	15.7	15.6

Table 12.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains				Regional and local chains				Independent grocers			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	24	19	17	13	36	38	32	19	50	51	54	56
July-Sept.....		21	18	14		38	32	21		52	49	59
Oct.-Dec.....		20	18	15		34	32	18		52	47	56
Jan.-Mar.....		23	18	16		35	37	20		54	52	60
Total.....		83	71	58		145	133	78		209	202	231

Quarter	House-to-house				All other outlets			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	110	103	101	81	14	15	14	10
July-Sept.....		100	100	84		14	10	13
Oct.-Dec.....		102	102	78		12	13	13
Jan.-Mar.....		109	106	78		11	13	16
Total.....		414	409	321		52	50	52

Table 13.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

Quarter	National chains				Regional and local chains				Independent grocers			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.8	18.5	17.7	18.0	18.9	17.8	17.1	17.4	20.2	19.4	18.8	18.7
July-Sept.....		18.2	18.1	18.6		17.6	17.8	17.4		19.8	18.9	19.5
Oct.-Dec.....		18.7	18.9	18.7		18.4	18.4	18.2		20.5	19.6	19.1
Jan.-Mar.....		18.8	18.9	17.7		19.1	18.3	17.7		20.2	19.8	19.0

Quarter	House-to-house				All other outlets			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	20.2	19.9	19.4	19.2	15.0	14.9	14.8	15.0
July-Sept.....		19.9	19.6	19.4		14.5	14.7	14.5
Oct.-Dec.....		20.4	20.0	19.5		14.2	14.8	15.6
Jan.-Mar.....		20.6	20.0	19.3		16.1	15.8	15.6

Table 14.--Fluid skim milk: Household purchases, United States and regions, by size of container, 13-week periods

Size of container and quarter	United States				Northeast				North Central			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Gallon:												
April-June.....	5.9	7.4	8.1	7.1	0.7	1.2	0.9	0.8	0.5	1.8	2.7	2.2
July-September..		8.4	6.4	8.7		1.7	1.1	.9		2.0	2.8	3.1
October-December:		6.5	6.1	5.9		.8	1.1	.3		.6	2.3	2.1
January-March...		5.6	6.5	6.3		.7	1.1	1.1		.2	1.3	1.8
Total.....		27.9	27.1	28.0		4.4	4.2	3.1		4.6	9.1	9.2
Half-gallon:												
April-June.....	57.2	45.5	40.9	14.2	1.1	1.0	9.7	1.0	26.8	16.8	12.0	3.4
July-September..		45.7	41.4	16.4		1.1	1.1	1.1		15.8	10.9	3.6
October-December:		47.9	44.1	15.0		.6	1.4	.4		20.0	14.3	1.9
January-March...		54.4	47.3	21.7		1.2	.8	.2		25.5	16.7	3.2
Total.....		193.6	173.7	67.3		3.9	4.0	2.7		78.1	53.9	12.1
Quart:												
April-June.....	169.6	172.9	169.2	157.2	34.9	43.8	39.1	36.0	46.8	48.9	51.6	42.5
July-September..		171.1	161.5	165.4		35.5	39.4	40.0		49.7	47.2	47.6
October-December:		165.5	161.5	158.4		35.8	38.6	35.8		48.0	45.7	45.6
January-March...		171.3	172.2	161.1		37.9	44.3	32.9		48.4	49.3	49.9
Total.....		680.8	664.4	642.1		153.0	161.4	144.7		195.0	193.8	185.6
Size of container and quarter	South				Mountain-Southwest				Pacific			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Gallon:												
April-June.....	3.3	3.1	3.1	1.9	1.3	1.1	1.3	1.9	0.1	0.2	0.1	0.3
July-September..		3.3	2.1	3.3		1.4	.4	1.4		1/	1/	---
October-December:		3.9	1.8	2.2		1.2	.7	1.1		---	.2	.2
January-March...		3.5	2.8	1.9		1.1	1.0	1.5		.1	.3	---
Total.....		13.8	9.8	9.3		4.8	3.4	5.9		.3	.6	.5
Half-gallon:												
April-June.....	12.9	11.2	11.1	3.1	8.0	9.6	9.1	3.2	8.4	6.9	8.0	3.5
July-September..		11.1	11.7	4.5		9.5	10.4	3.9		8.2	7.3	3.3
October-December:		12.6	12.7	4.9		6.9	10.0	4.7		7.8	5.7	3.1
January-March...		11.9	13.8	5.9		8.2	10.1	7.2		7.7	5.9	5.2
Total.....		46.8	49.3	18.4		34.2	39.6	19.0		30.6	26.9	15.1
Quart:												
April-June.....	37.4	34.1	35.0	33.1	15.3	12.5	12.3	14.2	35.2	33.6	31.2	31.4
July-September..		35.0	32.0	33.8		16.7	11.3	14.3		34.2	31.4	29.7
October-December:		34.1	34.4	36.6		15.6	11.1	13.5		32.0	31.7	26.9
January-March...		36.8	33.4	35.4		14.7	13.7	14.1		33.5	31.5	28.8
Total.....		140.0	134.8	138.9		59.5	48.4	56.1		133.3	125.8	116.8

Table 15.--Fluid skim milk: Prices paid by householders, United States and regions, by size of container, 13-week periods (per quart equivalent)

Size of container and quarter	United States				Northeast				North Central			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Gallon:												
April-June.....	12.5	10.5	11.3	10.9	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	8.9	7.6	10.5	10.5
July-September..		10.6	11.2	9.3		<u>1/</u>	<u>1/</u>	<u>1/</u>		6.9	10.3	8.4
October-December:		12.4	12.6	11.5		<u>1/</u>	<u>1/</u>	<u>1/</u>		15.5	13.5	12.0
January-March...		13.2	12.3	11.8		<u>1/</u>	<u>1/</u>	<u>1/</u>		15.1	8.7	11.6
Half-gallon:												
April-June.....	17.9	17.3	16.5	15.7	21.6	18.4	12.3	17.0	18.5	18.3	18.5	16.7
July-September..		17.1	16.6	16.1		16.6	10.0	14.3		17.9	18.8	16.8
October-December:		17.7	17.4	16.7		20.1	17.9	16.4		18.7	18.3	16.4
January-March...		18.0	17.8	16.2		19.8	20.9	20.4		18.2	18.5	16.6
Quart:												
April-June.....	20.3	19.8	19.3	19.1	22.5	20.9	19.9	20.3	20.4	20.3	20.0	19.1
July-September..		19.8	19.6	19.6		21.8	20.8	21.1		20.3	20.3	19.4
October-December:		20.4	20.0	19.4		22.9	21.3	20.8		20.5	20.6	19.4
January-March...		20.7	20.1	19.2		23.0	21.4	20.8		20.7	20.4	19.1
Size of container and quarter	South				Mountain-Southwest				Pacific			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Gallon:												
April-June.....	12.6	10.0	11.9	9.8	12.8	13.2	10.6	11.5	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>
July-September..		11.3	11.2	9.0		12.8	12.9	10.0		<u>1/</u>	<u>1/</u>	<u>1/</u>
October-December:		11.3	11.2	10.9		13.2	11.3	9.7		<u>1/</u>	<u>1/</u>	<u>1/</u>
January-March...		13.0	13.6	10.9		13.1	11.5	10.6		<u>1/</u>	<u>1/</u>	<u>1/</u>
Half-gallon:												
April-June.....	18.1	17.8	16.8	15.4	19.7	18.5	18.7	18.6	15.1	12.3	11.0	11.8
July-September..		17.8	16.9	15.7		18.8	18.0	19.5		12.7	11.6	12.3
October-December:		18.0	17.6	15.7		20.2	18.6	20.5		12.4	12.5	12.6
January-March...		18.4	18.4	15.3		19.5	18.8	20.2		14.7	12.5	11.4
Quart:												
April-June.....	20.7	20.8	19.9	19.4	20.9	20.8	20.6	19.7	17.4	16.2	16.0	17.0
July-September..		20.3	20.5	19.4		20.3	20.7	20.3		16.4	15.9	17.8
October-December:		20.6	20.8	19.4		21.6	21.4	21.1		16.7	16.3	16.7
January-March...		20.7	20.9	19.3		21.2	20.9	20.9		17.8	16.3	16.3

1/ Too few purchases for analysis.

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

Size of container and quarter	National chains				Regional and local chains				Independent grocers			
	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:	1958-59:	1957-58:	1956-57:	1954-55:
	quarts	quarts	quarts	quarts	quarts	quarts	quarts	quarts	quarts	quarts	quarts	quarts
Gallon:												
Apr.-June.....	0.1	1/	0.3	1/	0.1	0.4	0.8	0.2	0.5	1.2	1.8	2.6
July-Sept.....		1/	.1	0.2		.1	.4	.3		1.2	2.0	2.7
Oct.-Dec.....		---	1/	.6		.1	.4	.2		.6	1.1	1.6
Jan.-Mar.....		.1	1/	.2		.1	.5	.2		.9	1.3	1.1
Total.....		.1	0.4	1.0		0.7	2.1	0.9		3.9	6.2	8.0
Half-gallon:												
Apr.-June.....	12.7	8.1	5.3	2.5	11.3	11.8	10.4	3.5	14.4	11.1	12.0	3.8
July-Sept.....		8.7	6.1	2.3		12.7	10.6	3.0		10.4	10.5	5.3
Oct.-Dec.....		9.4	6.2	2.3		11.6	11.1	2.7		10.6	9.2	5.6
Jan.-Mar.....		11.5	6.6	4.0		12.0	12.6	4.2		12.9	11.3	7.9
Total.....		37.7	24.2	11.1		48.1	44.7	13.4		45.0	43.0	22.6
Quart:												
Apr.-June.....	11.0	11.1	11.7	10.8	24.6	25.4	20.8	15.5	34.5	38.5	40.2	48.9
July-Sept.....		12.3	12.0	11.4		25.7	21.1	17.5		40.6	36.4	50.8
Oct.-Dec.....		10.9	11.9	12.1		22.0	20.1	14.7		41.0	36.7	48.4
Jan.-Mar.....		11.4	11.1	12.1		22.9	24.1	15.5		39.7	39.3	50.6
Total.....		45.7	46.7	46.4		96.0	86.1	63.2		159.8	152.6	198.7
Size of container and quarter	House-to-house				All other outlets							
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55				
	quarts	quarts	quarts	quarts	quarts	quarts	quarts	quarts				
Gallon:												
Apr.-June.....	2.6	2.6	2.5	1.7	2.6	3.2	2.7	2.6				
July-Sept.....		3.1	2.5	2.0		4.0	1.4	3.5				
Oct.-Dec.....		2.8	2.7	1.1		3.0	1.9	2.4				
Jan.-Mar.....		2.4	2.7	1.0		2.1	2.0	3.8				
Total.....		10.9	10.4	5.8		12.3	8.0	12.3				
Half-gallon:												
Apr.-June.....	15.3	11.4	9.9	3.2	3.5	3.1	3.3	1.2				
July-Sept.....		11.1	11.5	4.0		2.8	2.7	1.8				
Oct.-Dec.....		13.6	14.1	2.6		2.7	3.5	1.8				
Jan.-Mar.....		14.9	13.5	3.3		3.2	3.3	2.3				
Total.....		51.0	49.0	13.1		11.8	12.8	7.1				
Quart:												
Apr.-June.....	91.6	89.2	88.7	76.3	7.9	8.7	7.8	5.7				
July-Sept.....		85.3	85.7	77.8		7.2	6.3	7.9				
Oct.-Dec.....		85.2	85.2	74.8		6.4	7.6	8.4				
Jan.-Mar.....		92.1	90.1	73.1		5.2	7.6	9.8				
Total.....		351.8	349.7	302.0		27.5	29.3	31.8				

1/ Less than 0.1.

Table 17.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week periods (per quart equivalent)

Size of container and quarter	National chains				Regional and local chains				Independent grocers			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Gallon:												
Apr.-June.....	1/	1/	1/	1/	1/	1/	1/	1/	15.7	8.9	7.3	11.0
July-Sept.....		1/	1/	1/		1/	1/	1/		10.2	8.1	9.1
Oct.-Dec.....		1/	1/	1/		1/	1/	1/		16.4	7.8	9.6
Jan.-Mar.....		1/	1/	1/		1/	1/	1/		13.0	8.5	9.7
Half-gallon:												
Apr.-June.....	17.4	17.1	14.9	15.4	18.0	16.3	14.7	14.5	19.0	18.6	18.5	16.9
July-Sept.....		16.2	15.0	15.0		16.2	16.3	13.7		19.0	18.4	17.7
Oct.-Dec.....		16.4	16.9	15.2		17.0	17.2	15.3		19.4	19.6	17.7
Jan.-Mar.....		17.0	17.4	13.1		17.7	17.1	15.1		19.2	19.9	17.7
Quart:												
Apr.-June.....	20.4	19.4	18.9	18.6	19.3	18.4	18.4	18.1	20.6	20.0	19.3	19.1
July-Sept.....		19.6	19.6	19.3		18.2	18.6	18.1		20.2	19.6	20.3
Oct.-Dec.....		20.6	19.9	19.4		19.2	19.2	18.9		20.8	19.9	19.6
Jan.-Mar.....		20.5	19.8	19.2		19.9	19.1	18.5		20.7	20.1	19.4
<hr/>												
Size of container and quarter	House-to-house				All other outlets							
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55				
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents				
Gallon:												
Apr.-June.....	12.3	12.6	14.7	11.9	11.7	8.6	9.9	10.0				
July-Sept.....		11.6	14.4	11.2		9.6	9.1	8.0				
Oct.-Dec.....		13.5	16.6	12.3		10.4	9.5	10.5				
Jan.-Mar.....		14.2	15.7	11.9		11.6	10.0	12.0				
Half-gallon:												
Apr.-June.....	18.2	17.8	17.2	16.6	13.5	15.1	15.3	13.3				
July-Sept.....		17.8	16.6	17.0		14.4	13.5	14.5				
Oct.-Dec.....		18.8	17.5	19.3		13.2	12.9	13.6				
Jan.-Mar.....		18.6	17.7	19.3		14.2	14.8	14.2				
Quart:												
Apr.-June.....	20.8	20.4	19.8	19.4	16.2	17.2	15.9	17.5				
July-Sept.....		20.4	20.2	19.8		17.2	16.2	17.4				
Oct.-Dec.....		20.9	20.5	19.6		16.3	16.9	17.4				
Jan.-Mar.....		21.0	20.5	19.4		18.4	17.6	17.0				

1/ Too few purchases for analyses.

Table 18.--Nonfat dry milk: Household purchases, average price per pound for all purchases and for actual 1-pound units, and percentage of all families buying, United States and regions, 13-week periods

Item and quarter	United States				Northeast				North Central			
	1958-59:	1957-58:	1955-56:	1954-55:	1958-59:	1957-58:	1955-56:	1954-55:	1958-59:	1957-58:	1955-56:	1954-55:
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Quantity purchased:												
April-June.....	49,499	41,911	42,120	34,160	13,220	10,528	10,630	8,300	10,651	9,224	8,260	6,100
July-September.....		41,362	39,120	31,400		10,390	10,530	7,990		8,890	8,330	5,260
October-December....		44,867	40,310	34,300		11,193	9,120	8,940		10,082	8,070	5,860
January-March.....		53,765	42,760	42,710		14,174	9,560	10,460		11,401	9,220	8,600
Total.....		181,905	164,310	142,570		46,285	39,840	35,690		39,597	33,880	25,820
Price per pound for all purchases:												
April-June.....	40.6	40.4	39.7	37.7	39.8	41.6	39.0	35.9	41.3	41.6	41.1	38.2
July-September.....		41.3	39.3	36.2		42.2	38.4	35.0		41.7	41.5	35.7
October-December....		41.2	39.3	38.9		41.3	38.6	37.7		42.5	41.6	40.0
January-March.....		40.9	39.5	40.3		40.5	38.9	38.4		41.5	40.9	42.6
Price per actual 1-pound unit:												
April-June.....	38.4	37.5	35.5	36.0	35.0	37.0	34.2	34.4	40.2	38.6	35.9	35.5
July-September.....		38.1	35.2	34.2		37.3	34.4	32.8		39.2	36.5	33.3
October-December....		38.2	36.0	35.5		35.9	35.0	34.3		39.8	37.1	35.7
January-March.....		39.0	36.2	35.9		36.2	34.7	33.9		40.9	36.5	36.3
Percentage of all families buying:												
April-June.....	21.1	19.8	21.9	17.8	20.9	19.7	22.8	17.0	17.8	16.8	16.3	13.3
July-September.....		19.3	19.8	15.9		20.7	20.8	16.2		14.5	15.6	10.8
October-December....		20.1	21.6	19.5		19.9	20.9	18.4		16.2	17.6	15.5
January-March.....		22.6	22.6	24.1		22.4	21.1	23.3		17.7	19.4	20.2

-Continued

Table 18.--Nonfat dry milk: Household purchases, average price per pound for all purchases and for actual 1-pound units, and percentage of all families buying, United States and regions, 13-week periods--Continued

Item and quarter	South				Mountain-Southwest				Pacific			
	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Quantity purchased:												
April-June.....	13,910	12,053	12,590	10,190	5,017	4,545	4,600	5,230	6,701	5,561	6,040	4,330
July-September.....		11,794	11,370	9,330		4,912	3,810	4,540		5,376	4,080	4,280
October-December....		13,287	12,630	9,670		4,463	4,760	4,890		5,842	5,730	4,940
January-March.....		15,858	12,670	13,010		5,674	5,540	5,000		6,658	5,770	5,640
Total.....		52,992	49,260	42,200		19,594	18,710	19,660		23,437	22,620	19,190
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Price per pound for all purchases:												
April-June.....	41.2	39.7	40.0	38.7	40.3	38.5	38.9	38.4	39.8	39.0	38.9	36.9
July-September.....		41.1	39.5	37.0		39.7	38.4	37.2		40.7	37.7	36.3
October-December....		40.4	39.5	39.3		41.3	38.3	39.3		40.3	37.5	38.4
January-March.....		40.8	39.9	40.4		40.5	38.5	40.1		40.9	38.0	40.5
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Price per actual 1-pound unit:												
April-June.....	39.3	37.4	36.2	36.6	36.5	36.5	35.8	37.3	33.7	34.9	35.9	37.4
July-September.....		37.9	35.3	35.0		37.2	35.1	35.8		38.6	34.2	35.5
October-December....		38.0	36.1	35.5		40.6	36.2	36.3		38.8	35.0	37.8
January-March.....		39.3	36.7	36.7		40.3	35.5	36.9		34.3	37.1	37.4
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Percentage of all families buying:												
April-June.....	24.0	23.3	27.5	22.9	20.4	19.7	19.8	20.0	25.4	21.5	26.5	20.3
July-September.....		23.0	23.7	20.1		19.8	18.3	17.3		21.3	22.9	19.5
October-December....		25.2	27.4	23.7		20.3	23.0	22.5		20.8	22.1	22.2
January-March.....		28.6	28.2	29.4		23.2	22.8	22.9		24.2	24.7	27.5

Table 19.--Nonfat dry milk: Purchases per 1,000 persons, average size of purchase, and purchases per buying family, United States and regions, 13-week periods

Item and quarter	United States				Northeast				North Central			
	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Purchases per 1,000 persons:												
April-June.....	295.9	253.6	260.7	216.3	286.5	234.6	241.3	194.2	226.1	195.8	178.5	135.5
July-September.....		249.3	244.2	197.3		229.7	242.1	183.7		188.7	182.4	116.3
October-December....		269.6	250.0	214.0		243.8	206.2	204.3		215.4	175.3	127.7
January-March.....		322.0	265.1	266.3		307.7	217.4	240.5		242.7	200.7	188.5
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Size of purchase:												
April-June.....	25.4	23.9	20.0	21.4	25.2	21.6	18.9	21.8	24.1	22.5	17.9	19.2
July-September.....		23.9	20.5	22.8		21.1	21.0	22.4		23.9	18.9	20.9
October-December....		24.2	21.5	20.4		22.1	19.4	21.0		24.1	18.3	16.7
January-March.....		24.9	21.4	18.8		23.1	19.4	18.6		24.7	20.0	16.1
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Purchases per buying family:												
April-June.....	2.92	2.86	3.17	3.16	2.84	2.86	2.94	2.93	2.72	2.68	3.13	2.65
July-September.....		2.87	3.17	3.03		2.72	2.86	2.85		2.79	3.14	2.52
October-December....		2.94	2.86	2.86		2.88	2.66	2.73		2.85	2.76	2.55
January-March.....		3.03	2.91	3.12		3.10	2.73	2.90		2.86	2.63	2.97

Item and quarter	South				Mountain-Southwest				Pacific			
	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Purchases per 1,000 persons:												
April-June.....	349.5	306.9	323.9	268.7	292.7	266.3	280.4	320.8	392.2	328.5	378.9	272.2
July-September.....		301.0	293.3	246.4		282.4	231.4	270.2		315.8	321.2	271.6
October-December....		335.5	325.9	253.9		261.5	291.2	292.3		343.1	361.3	312.7
January-March.....		400.1	328.7	333.5		329.0	327.0	305.7		390.5	362.0	354.8
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Size of purchase:												
April-June.....	23.2	23.2	19.9	19.9	25.9	26.7	22.4	23.6	32.1	28.0	22.0	24.6
July-September.....		22.2	19.4	22.1		28.0	22.2	25.6		27.8	23.2	24.0
October-December....		23.1	21.2	19.8		24.9	24.6	22.7		29.4	25.6	21.8
January-March.....		23.9	19.9	19.1		26.0	24.5	20.8		29.5	25.9	19.7
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Purchases per buying family:												
April-June.....	3.83	3.49	3.65	3.70	2.84	2.60	3.29	3.60	2.24	2.52	3.01	2.64
July-September.....		3.59	3.91	3.61		2.64	2.93	3.33		2.49	2.77	2.56
October-December....		3.49	3.44	3.31		2.66	2.64	2.99		2.59	2.96	2.99
January-March.....		3.62	3.64	3.65		2.79	3.02	3.30		2.50	2.62	3.07

Item and quarter	National chains				Regional and local chains				Independent grocers				All other outlets			
	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55
Quantity purchased:																
April-June.....	18,516	13,746	14,230	11,600	15,669	14,597	12,060	10,240	14,199	12,639	14,260	11,110	1,115	929	1,570	1,220
July-September....		13,824	12,730	11,280		14,179	12,580	8,730		12,539	12,790	10,170		820	1,020	1,220
October-December....		15,286	11,640	11,940		15,742	14,760	10,700		12,949	13,060	10,500		890	850	1,160
January-March.....		17,639	11,770	14,800		18,437	15,000	11,830		16,603	14,890	14,560		1,086	1,100	1,520
Total.....	60,495	50,370	49,620		62,955	54,400	41,500		54,730	55,000	46,340		3,725	4,540	5,120	
Size of purchase:																
April-June.....	26.8	25.9	22.9	24.8	25.5	23.4	19.7	20.4	24.0	22.7	18.0	19.5	25.5	21.8	22.7	25.4
July-September....		24.9	22.5	25.9		23.9	21.6	21.6		22.8	18.4	21.4		24.7	21.7	23.4
October-December....		25.3	22.4	24.5		23.9	21.6	19.3		23.5	20.9	18.2		24.1	20.5	22.1
January-March.....		26.7	21.7	22.0		24.2	22.1	17.8		24.0	20.7	17.1		27.5	20.5	21.6
Price per pound for all purchases:																
April-June.....	38.5	38.7	36.2	34.2	41.1	40.8	40.0	38.4	42.6	41.8	42.9	40.3	41.1	38.2	40.3	40.0
July-September....		39.0	35.9	33.2		41.6	39.3	36.4		43.6	42.4	38.9		39.6	40.6	39.4
October-December....		39.0	36.8	35.5		41.5	39.1	39.4		43.2	41.6	42.3		41.9	40.3	37.8
January-March.....		38.2	36.9	36.5		41.3	39.1	40.4		43.1	41.8	44.0		43.8	39.9	41.7
Price per actual 1-pound unit:																
April-June.....	34.5	34.9	32.9	32.7	41.3	39.3	36.9	36.8	41.5	39.4	38.2	39.3	53.5	38.3	38.6	39.9
July-September....		34.9	32.8	31.9		39.8	37.0	34.9		41.7	37.5	36.6		38.1	39.3	39.9
October-December....		34.6	33.7	32.9		40.3	37.0	36.7		41.8	38.0	38.1		40.5	38.5	39.0
January-March.....		35.1	33.9	33.4		39.8	36.7	36.4		43.4	38.7	39.0		42.3	37.5	40.1

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 persons, United States and regions, 13-week periods

Item and quarter	United States					Northeast					North Central				
	1958-59	1957-58	1956-57	1955-56	1954-55	1958-59	1957-58	1956-57	1955-56	1954-55	1958-59	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Quantity purchased:															
April-June.....	202.9	210.3	204.4	202.1	185.4	78.5	76.9	76.2	75.8	71.4	82.4	87.5	84.2	84.7	75.6
July-September.....		204.2	205.0	194.8	187.4		76.8	74.2	72.1	71.1		83.2	85.7	82.1	77.5
October-December.....		223.6	224.5	223.2	214.0		84.6	82.4	83.3	79.6		91.5	91.3	92.5	90.1
January-March.....		216.1	220.4	218.7	209.3		84.5	82.9	83.7	78.8		87.3	89.7	89.4	87.5
Total.....		854.2	854.3	838.8	796.1		322.8	315.7	314.9	300.9		349.5	350.9	348.7	330.7
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Price per pound for all purchases:															
April-June.....	69.8	70.0	68.2	66.8	66.1	70.8	71.5	69.7	68.2	67.7	67.4	68.2	66.5	65.0	64.1
July-September.....		70.3	68.7	66.9	66.1		71.8	70.3	68.6	67.7		68.4	67.2	65.1	64.1
October-December.....		71.5	70.7	67.8	68.4		72.8	72.6	69.2	70.1		69.1	68.9	66.0	66.5
January-March.....		71.5	70.6	67.8	67.8		72.4	72.1	69.1	69.1		69.1	68.9	66.1	65.9
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Size of purchase:															
April-June.....	1.11	1.12	1.10	1.09	1.09	1.02	1.03	1.02	1.00	1.00	1.29	1.28	1.27	1.28	1.25
July-September.....		1.10	1.10	1.09	1.09		1.01	1.01	1.00	1.00		1.26	1.26	1.26	1.25
October-December.....		1.11	1.11	1.11	1.10		1.02	1.02	1.02	1.00		1.30	1.28	1.29	1.28
January-March.....		1.10	1.11	1.10	1.09		1.03	1.03	1.02	1.00		1.27	1.27	1.26	1.27
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Purchases per 1,000 persons:															
April-June.....	1,213	1,272	1,260	1,251	1,174	1,701	1,714	1,729	1,720	1,669	1,749	1,858	1,824	1,829	1,679
July-September.....		1,231	1,269	1,216	1,178		1,697	1,681	1,659	1,635		1,767	1,864	1,796	1,715
October-December.....		1,344	1,377	1,365	1,335		1,843	1,843	1,882	1,819		1,955	1,969	2,010	1,961
January-March.....		1,294	1,342	1,356	1,305		1,834	1,843	1,903	1,810		1,859	1,912	1,946	1,918

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 persons, United States and regions, 13-week periods--Continued

Item and quarter	South					Mountain-Southwest					Pacific				
	1958-59	1957-58	1956-57	1955-56	1954-55	1958-59	1957-58	1956-57	1955-56	1954-55	1958-59	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Quantity purchased:															
April-June.....	14.6	14.2	14.0	13.1	12.6	8.5	9.3	8.4	8.8	7.5	18.9	22.4	21.6	19.7	18.3
July-September.....		14.0	13.7	12.6	12.5		9.5	8.5	8.4	7.5		20.8	22.9	19.6	18.8
October-December.....		16.9	15.8	15.7	14.8		9.7	9.8	9.3	9.0		20.9	25.1	22.4	20.5
January-March.....		15.3	14.7	14.6	14.2		8.9	9.7	9.0	9.0		20.1	23.5	22.0	19.8
Total.....		60.4	58.2	56.0	54.1		37.4	36.4	35.5	33.0		84.2	93.1	83.7	77.4
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Price per pound for all purchases:															
April-June.....	71.4	72.1	70.2	69.2	69.1	74.1	74.8	72.6	69.8	69.1	72.7	68.0	66.5	66.0	65.1
July-September.....		71.9	70.6	68.7	69.2		74.1	72.9	70.3	69.2		69.3	66.5	65.8	64.7
October-December.....		72.8	72.1	70.1	70.9		76.1	74.9	71.8	71.3		74.1	68.0	66.2	66.9
January-March.....		73.1	72.8	69.9	69.8		76.0	75.6	71.9	72.0		74.3	68.7	66.3	67.3
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Size of purchase:															
April-June.....	0.94	0.90	0.89	0.87	0.84	1.05	1.04	1.04	1.02	1.07	1.01	1.07	1.04	1.02	1.05
July-September.....		.91	.87	.87	.85		1.06	1.06	1.03	1.05		1.04	1.05	1.04	1.04
October-December.....		.95	.92	.91	.87		1.06	1.03	1.04	1.04		.99	1.09	1.05	1.02
January-March.....		.91	.90	.90	.87		1.04	1.01	1.03	1.02		.99	1.07	1.04	1.03
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Purchases per 1,000 persons:															
April-June.....	368	362	358	338	333	493	543	499	538	461	1,108	1,322	1,347	1,235	1,150
July-September.....		356	354	325	332		544	526	507	445		1,221	1,373	1,242	1,189
October-December.....		426	409	407	389		570	592	571	538		1,228	1,509	1,411	1,299
January-March.....		385	378	379	365		517	575	533	549		1,180	1,396	1,380	1,243

Table 22.--Butter: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Item and quarter	National chains					Regional and local chains					Independent grocers				
	1958-59	1957-58	1956-57	1955-56	1954-55	1958-59	1957-58	1956-57	1955-56	1954-55	1958-59	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Quantity purchased:															
April-June.....	41.1	44.4	41.2	41.0	37.1	66.4	66.7	62.2	58.1	52.2	62.9	66.5	68.4	70.7	67.6
July-September.....		41.6	40.4	40.3	36.5		64.4	63.5	55.0	53.9		66.5	68.9	69.4	66.8
October-December.....		45.5	44.6	44.7	41.2		71.1	71.8	66.9	61.1		73.6	63.2	77.8	76.5
January-March.....		44.7	44.8	44.4	41.9		69.5	70.9	65.3	59.9		68.7	71.9	75.2	74.4
Total.....		176.2	171.0	170.4	156.7		271.7	268.4	245.3	227.1		275.3	282.4	293.1	285.3
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Price per pound for all purchases:															
April-June.....	68.7	68.8	67.5	65.6	65.0	69.2	69.6	67.9	66.2	65.4	71.4	71.5	69.3	68.1	67.3
July-September.....		69.7	68.0	66.1	65.1		69.8	68.4	66.5	65.4		71.6	69.8	68.2	67.1
October-December.....		71.0	70.2	66.8	68.0		71.3	70.6	67.3	68.1		72.8	71.8	69.0	69.3
January-March.....		70.7	69.8	66.9	66.8		71.2	70.4	67.2	67.3		72.9	71.9	69.1	68.9
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Size of purchase:															
April-June.....	1.04	1.05	1.03	1.01	1.02	1.05	1.05	1.02	1.02	1.04	1.05	1.07	1.05	1.06	1.06
July-September.....		1.01	1.02	1.01	1.01		1.03	1.02	1.00	1.03		1.05	1.06	1.05	1.05
October-December.....		1.03	1.05	1.03	.99		1.04	1.04	1.04	1.05		1.09	1.08	1.07	1.06
January-March.....		1.02	1.04	1.03	1.00		1.03	1.03	1.03	1.03		1.05	1.08	1.06	1.07

Table 22.--Butter: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods--Continued

Item and quarter	House-to-house					Other outlets				
	1958-59	1957-58	1956-57	1955-56	1954-55	1958-59	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Quantity purchased:										
April-June.....	14.0	12.0	9.5	9.7	9.8	18.5	20.7	23.1	22.6	18.9
July-September.....		12.6	10.0	7.8	10.5		19.1	22.2	22.3	19.7
October-December.....		7.5	11.5	9.5	12.5		25.8	23.4	24.3	22.7
January-March.....		15.4	13.1	9.5	12.4		17.8	19.8	24.3	20.7
Total.....		47.5	44.1	36.5	45.2		83.4	88.5	93.5	82.0
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Price per pound for all purchases:										
April-June.....	73.6	74.0	72.3	71.1	70.7	65.6	66.4	65.4	64.3	63.7
July-September.....		73.5	72.3	69.9	70.4		66.5	65.6	64.3	63.7
October-December.....		74.0	73.8	71.6	71.9		66.9	66.5	65.1	64.9
January-March.....		73.8	74.0	71.8	71.8		66.8	66.6	65.0	64.9
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Size of purchase:										
April-June.....	1.17	1.17	1.11	1.11	1.07	1.83	1.81	1.72	1.68	1.59
July-September.....		1.19	1.14	1.12	1.09		1.83	1.74	1.64	1.62
October-December.....		1.25	1.13	1.13	1.12		1.62	1.79	1.69	1.66
January-March.....		1.19	1.14	1.11	1.13		1.90	1.83	1.69	1.66

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